

# Arts Festival Organiser and Promoter

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Art festivals are popular cultural events which seem to be growing in popularity. Organising and marketing your own events can be profitable and rewarding, that said they are no small undertaking. An organiser and promoter handles all aspects of an arts festival, from choosing and booking artists to advertising the event to the public and running the event on the day.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

No qualifications required here, just a good knowledge and love of art, strong organisational and promotional skills and a cool head under pressure.

## The Start-Up

This start up is going to take creative thinking and research. To come up with your own festival begin with a concept name and target market in the art community. Smart entrepreneurs go where the competition is, instead of inventing a totally new concept, look how you can improve an existing one or alternatively introduce a unique take on an existing idea.

To organise and promote your festivals from home you'll need a work space, desk, computer, printer, copier and fax machine. Business stationery including a letterhead, business cards and a quote and template invoice is also essential. Since you'll likely be mobile during your day a mobile phone is necessary.

## Making It Work

Artists are regularly asked to attend various festivals and shows; with no track record it's going to be difficult to attract big name artists. Start small and build your name and reputation in the art and festival community.

The exact planning of a festival is essential, do extensive research on other festivals and make sure yours isn't competing with a better established one. Also avoid certain times of the year when you might be competing with large sporting events for an audience. Finally weather is a major concern, most festivals are outdoors and therefore held in summer, you can't always plan for everything so do your best to analyze weather patterns and always have a backup plan.

## Marketing

Marketing an arts festival involves two different groups of people. To fill your festival you'll need to attract the artists you want. This can be done through marketing efforts such as advertising at venues where artists frequent or placing an advertisement in an artist's publication. Alternatively approach the specific artists you would like to fill your festival and make them an offer.

Once your festival is fully booked you'll need to market it to the art going public. Advertise your festival through bill boards, flyers and advertisements in local newspapers.

## Don't Forget

It is essential to sign a contract between yourself and the artists who you've booked for your festival. Make sure the contract covers all eventualities from weather and cancellation to damage and theft.